

PASCO COUNTY TOURIST DEVELOPMENT COUNCIL

ANNOTATED MINUTES

SEPTEMBER 19, 2018

**PREPARED IN THE OFFICE OF
PAULA S. O'NEIL, CLERK & COMPTROLLER**

**THE MINUTES WERE PREPARED IN AGENDA ORDER
AS PUBLISHED AND NOT IN THE ORDER
IN WHICH THE ITEMS WERE HEARD**

1:00 P.M.

**HISTORIC PASCO COUNTY COURTHOUSE BOARD ROOM 2ND FLOOR
37918 MERIDIAN AVENUE, DADE CITY, FL 33525**

Tourist Development Council

The Honorable Mike Moore
Chairman, BCC

The Honorable Camille Hernandez
Vice-Chair, Mayor, City of Dade City
- ABSENT

The Honorable Chopper Davis
Councilman, City of New Port Richey

Mike Kidd – **ABSENT**
Hilton Garden Inn, Lutz

Judy Sutton
Quality Inn, Port Richey

Robert Riehle
Saddlebrook Resort

Wendy Longman
Windsong Charters

Greg Lenner – **ABSENT**
Shoppes at Wiregrass

Legal Staff:

Staff:

Elizabeth Blair
Senior Assistant County Attorney

Adam Thomas, Director, Visit Pasco County
Consuelo Sanchez, Project Manager
Shelly Bandy, Project Coordinator III
Kolby Kucyk, Communications Manager
Maria Gabriela LaJeunesse, Visitor Service Representative II

A. CALL TO ORDER

Chairman Moore called the meeting to order at 1:01 p.m.

Invocation Pledge of Allegiance

Ms. Shannon Egbert, Deputy Clerk, gave the Invocation and led the Pledge of Allegiance.

Roll Call

Ms. Egbert called the roll. All members were present with the exception of Mayor Camille Hernandez, Mr. Mike Kidd, and Mr. Greg Lenner who were absent.

B. OPEN TO THE PUBLIC

There was no public comment.

C. APPROVE THE MINUTES OF MEETING (Chairman Moore)

Approve August 15th TDC Minutes as presented

The Council approved the August 15, 2018 TDC Minutes.

D. DIRECTOR'S REPORT (Adam Thomas, Director)

D-1. Branding Update

Mr. Thomas spoke regarding the September 7, 2018 presentation by The Zimmerman Agency. The final presentation would be held on October 17, 2018.

The item was for information only.

D-2. Destination Update (STR/TDT Revenue)

Mr. Thomas reviewed the July 2018 STR Report. The first scalloping season was held in July and the year to date revenue growth had been up 1.2 million dollars.

The item was for information only.

D-3. Miscellaneous

Mr. Thomas spoke regarding the Tourism Development Plan that was approved on September 4, 2018 at the Board of County Commissioners (BCC) meeting. The name Office of Tourism (OTD) would be transitioned to Destination Management Organization (DMO). The BCC approved the 2019-2020 expenditure allocations and the up to 20% tipping/gratuuity policy.

The item was for information only.

E. SPORTS REPORT (Consuelo Sanchez, Program Manager)

Mr. Thomas spoke regarding the 2Hot4Ice Tournament and Florida Hospital Center Ice. WickFest had been postponed until 2019 due to insufficient timing for the amount of teams needed. Out of the requested 500 rooms per night 413 had been secured for The 2019 USA Disabled Hockey Festival. He mentioned a recent Connect Sports Conference in Salt Lake City, Utah.

The item was for information only.

F. MEDIA REPORT (Kolby Kucyk, Communications Manager)

F-1. Social Media Update

Ms. Kucyk spoke regarding social media content. There were two days of FAM Tours, one at Anclote Key and the other at a Giraffe Ranch. She spoke regarding a reef dive with Parks and Recreation.

Ms. Longman mentioned that the lighthouse on Anclote Key would be open to the public on October 13, 2018.

Mr. Thomas gave an update on the amount of followers on Instagram and Facebook.

The item was for information only.

F-2. Tampa Bay Idol

Ms. Kucyk spoke regarding the success of the event and regional exposure. Morning Blend would air an interview later in the week with Chairman Moore and Mr. Thomas.

The item was for information only.

F-3. Parks & Rec/Visit Pasco Reef Dive

Mr. Thomas spoke regarding the reef dive.

Discussion followed regarding the shallow rock and reefs off the Coast and marketing efforts for diving.

The item was for information only.

G. OTHER BUSINESS BY COUNCIL MEMBER

G-1. New Port Richey (Councilman, Chopper Davis)

Councilman Davis gave an update on Grey Preserve. The park would be expanded and include a trail, a kayak launch, and a boardwalk. He spoke regarding the 1st Annual Gay Pride Event in Simms Park on October 6, 2018. There would be over 70 booths at the event. He mentioned he attended a League of Cities Convention.

Ms. Blair updated the members in regard to short term rentals.

Discussion followed regarding the amount of short term rentals in the County.

Mr. Riehle announced a segment for Saddlebook Resort that aired on the Golf Channel.

G-2. Dade City (Mayor, Camille Hernandez)

No items.

H. ADJOURNMENT

The meeting adjourned at 1:34 p.m.

TOURIST DEVELOPMENT COUNCIL
REGULAR MEETING
SEPTEMBER 19, 2018



Office of Paula S. O'Neil, Clerk & Comptroller

Prepared by: Shannon Egbert
Shannon Egbert, Records Clerk II
Board Records Division